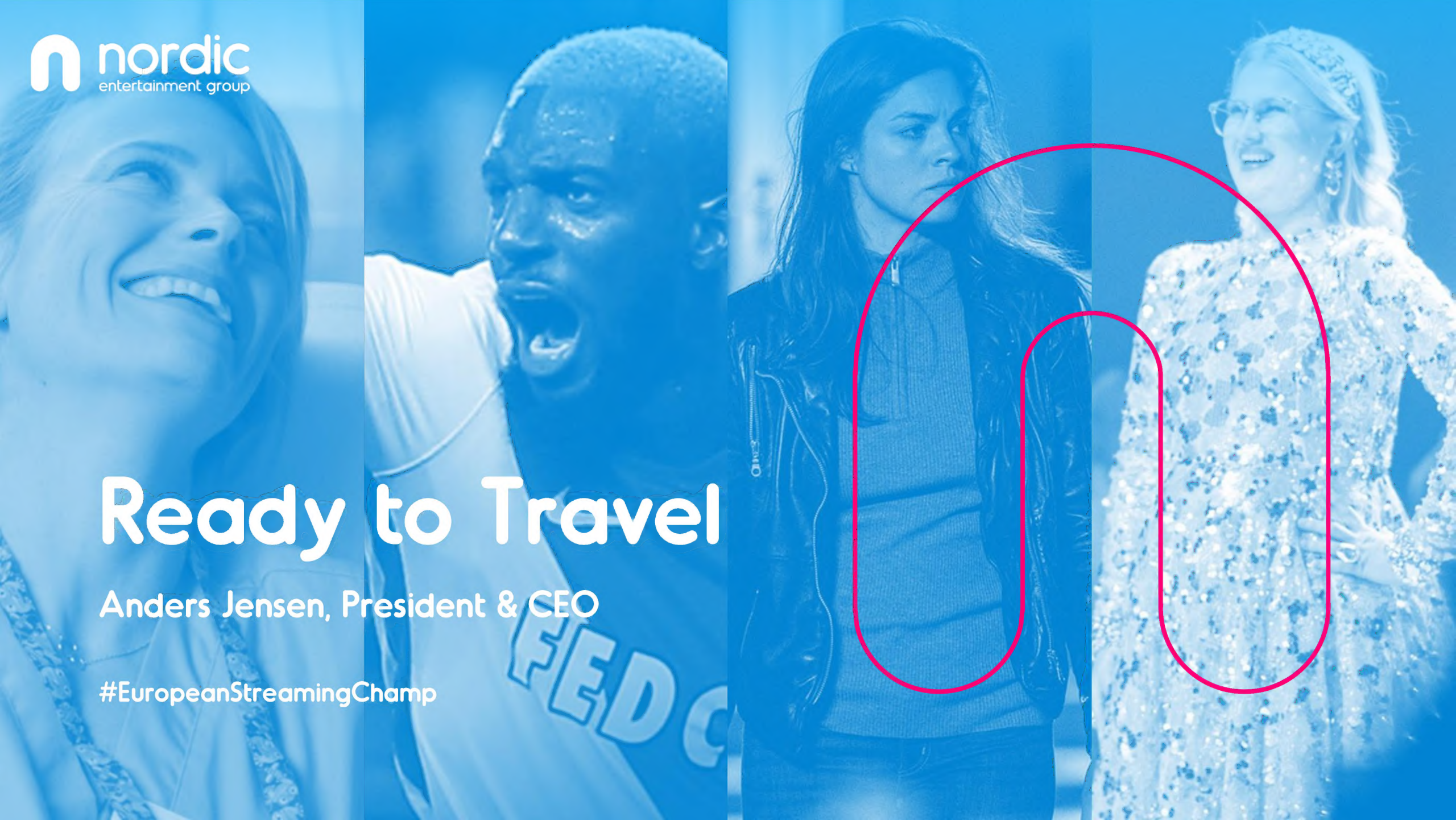


Ready to Travel

Anders Jensen, President & CEO

#EuropeanStreamingChamp





Key takeaways

Ambition to be the European streaming champion

A disciplined approach to balance risk/reward

Success factors already in place

An easy decision given the opportunity



Rationale



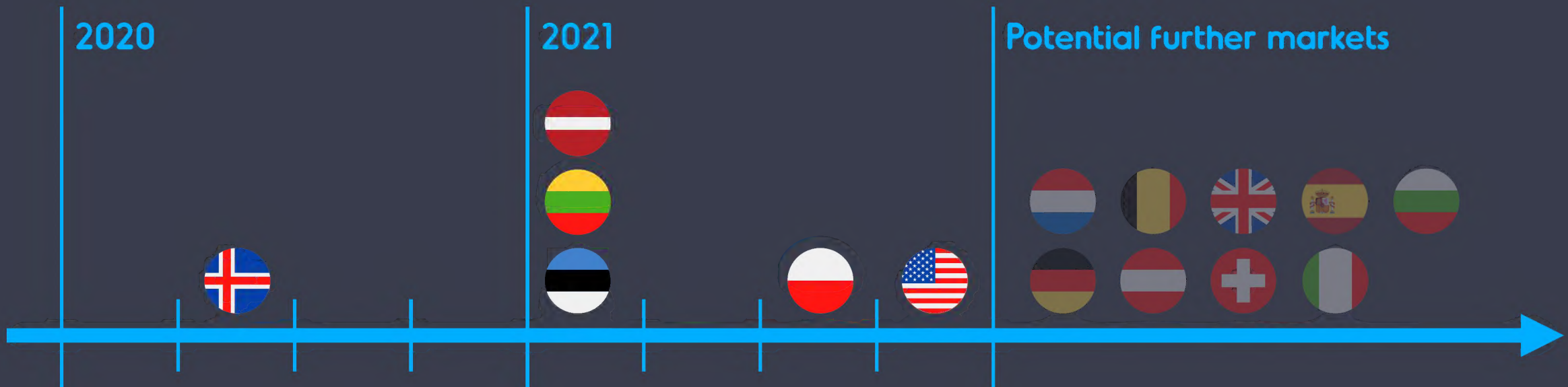
**Streaming is
the future**

**We have the
skillset needed
to succeed**

**A best in class
& scalable
platform**



A disciplined approach to entering new markets



Two distinct approaches



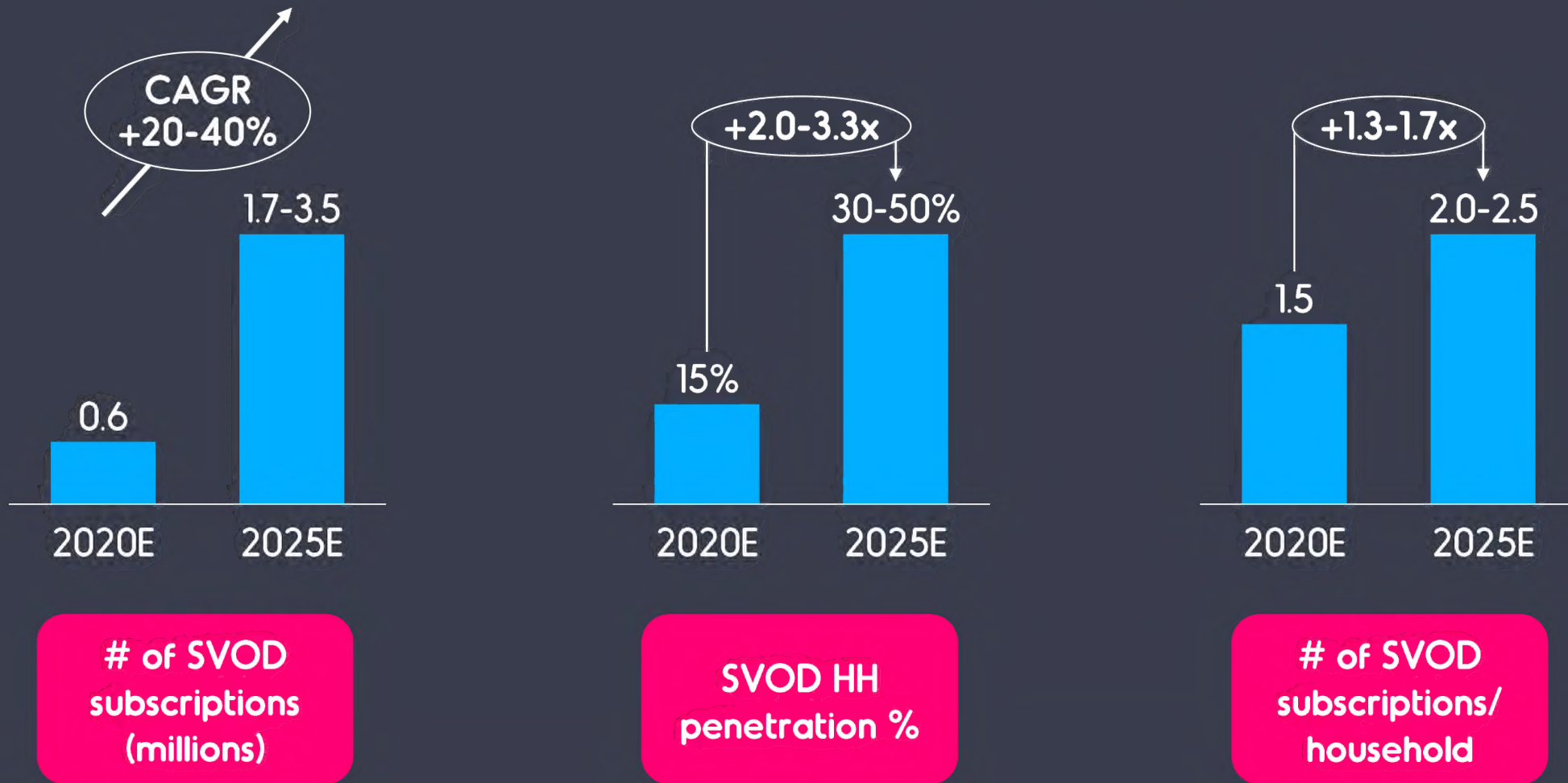
Baltics

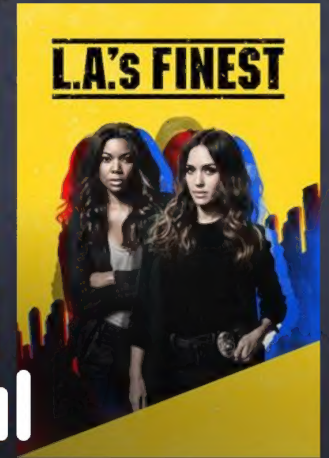
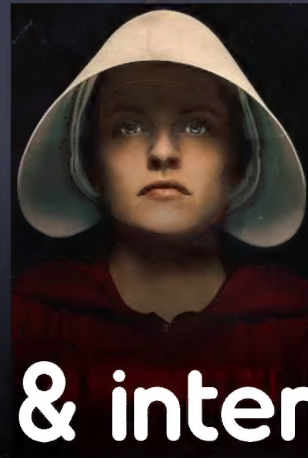
Estonia, Latvia & Lithuania



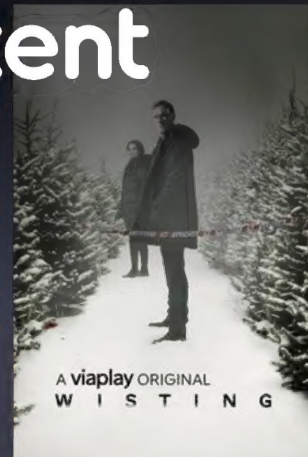
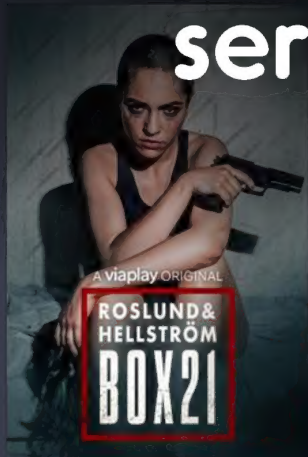


A 2.8 million household opportunity





10,000+ hours of local & international series, movies & kids content



Launching with three top tier sports rights





One package

€9.99 per month



Viaplay will come to the Baltics

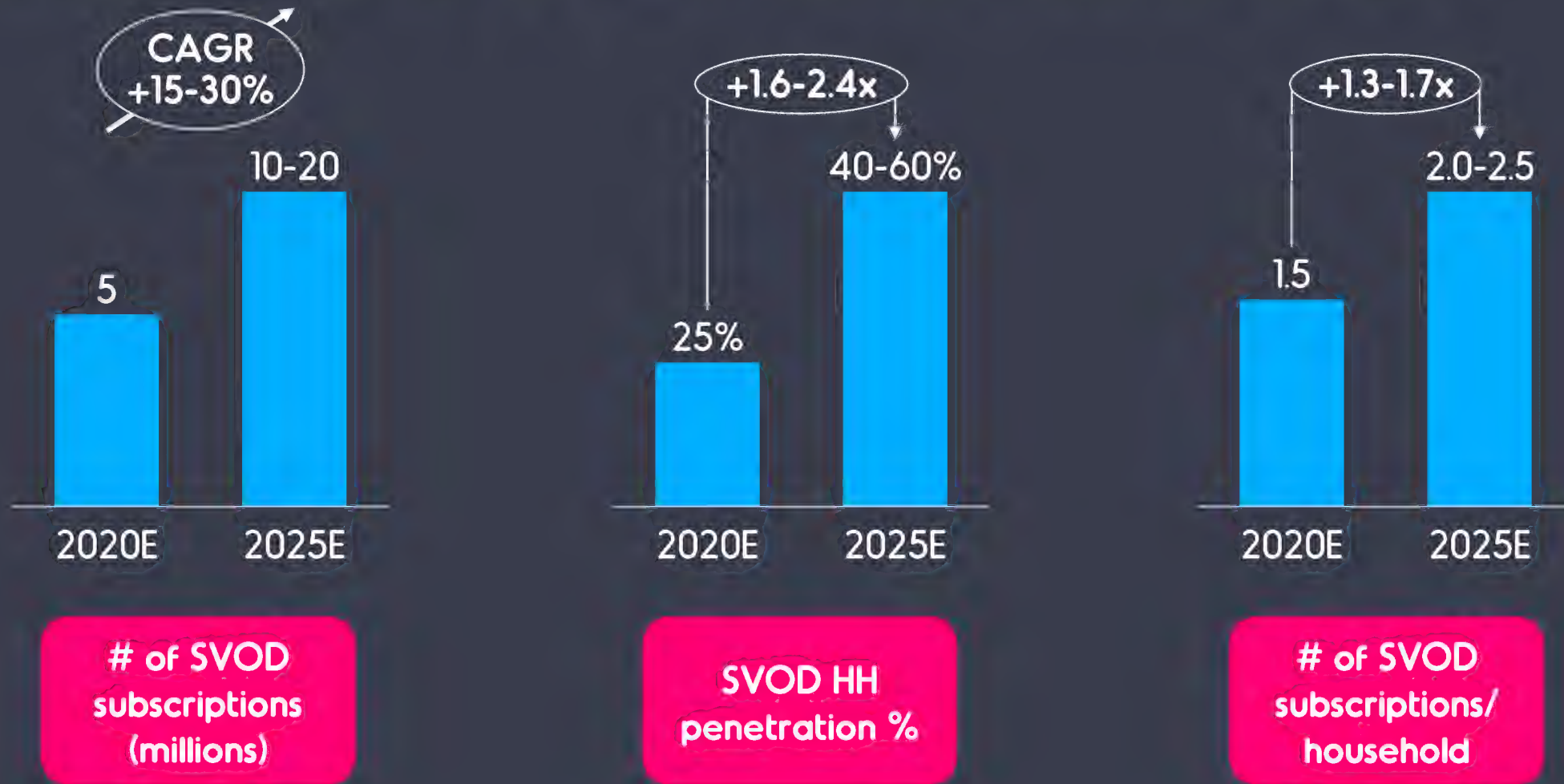
9th March

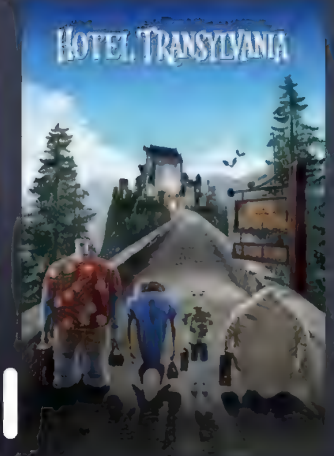
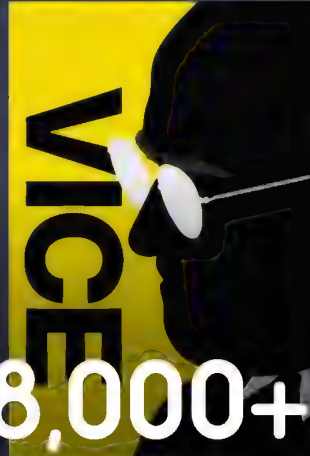
Poland



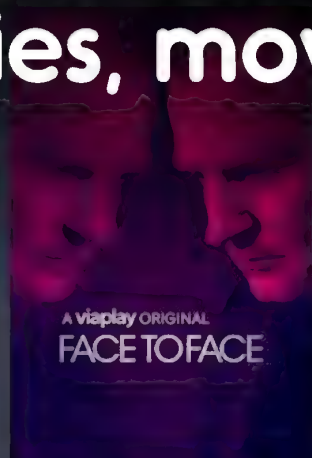


Poland consists of 13.8 million households





8,000+ hours of local & international
series, movies & kids content





4.6m avid fan base

>250k avg. viewership

Highest affinity outside of Germany



1) Source: Bundesliga

2) Top matches only; Source: Bundesliga

3) Share of population enjoying Bundesliga across 24 key markets; Source: Ampere Analysis



One package

34 zł per month

Approx €7.5



Viaplay will come to Poland

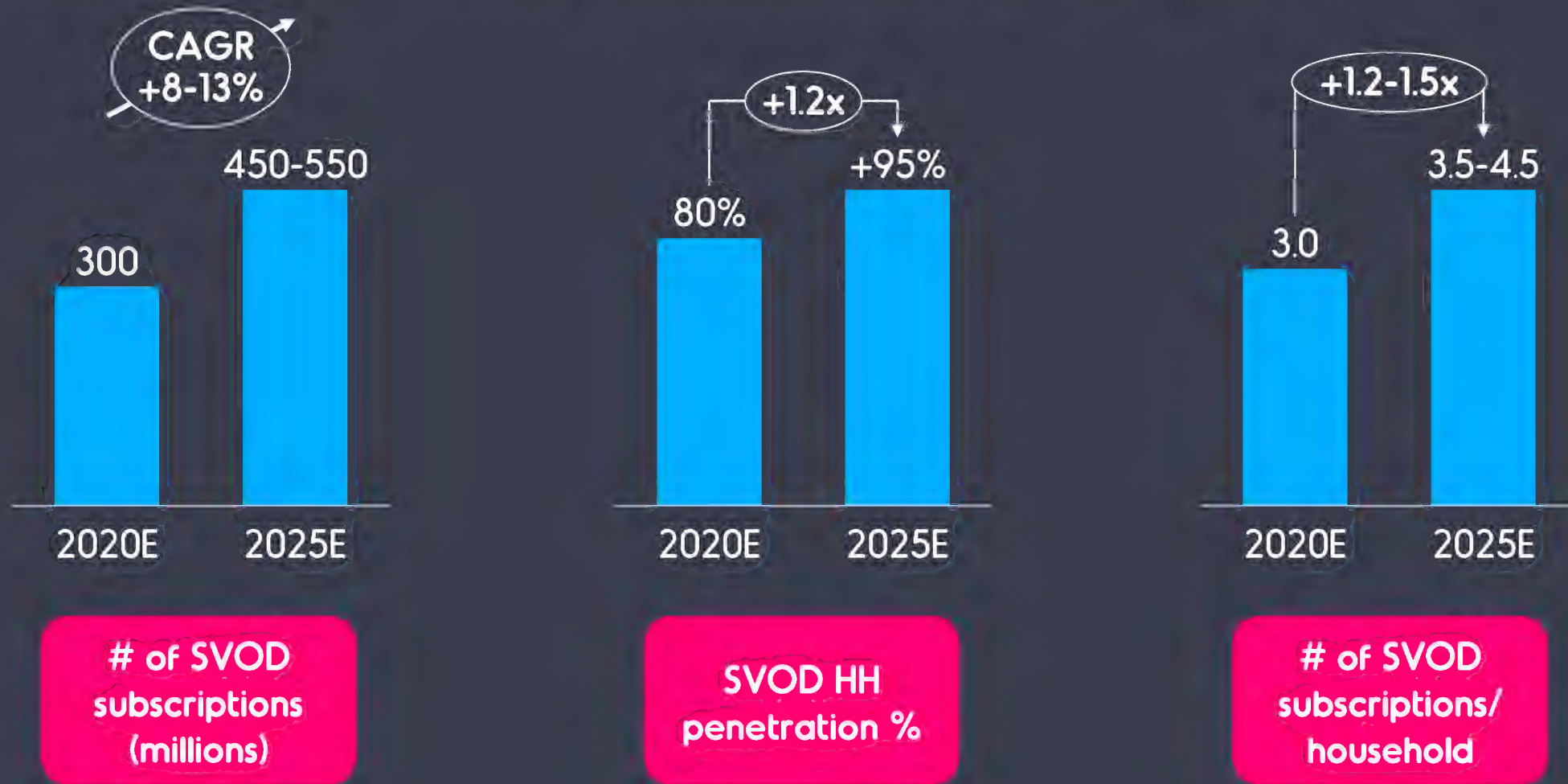
August 2021

USA





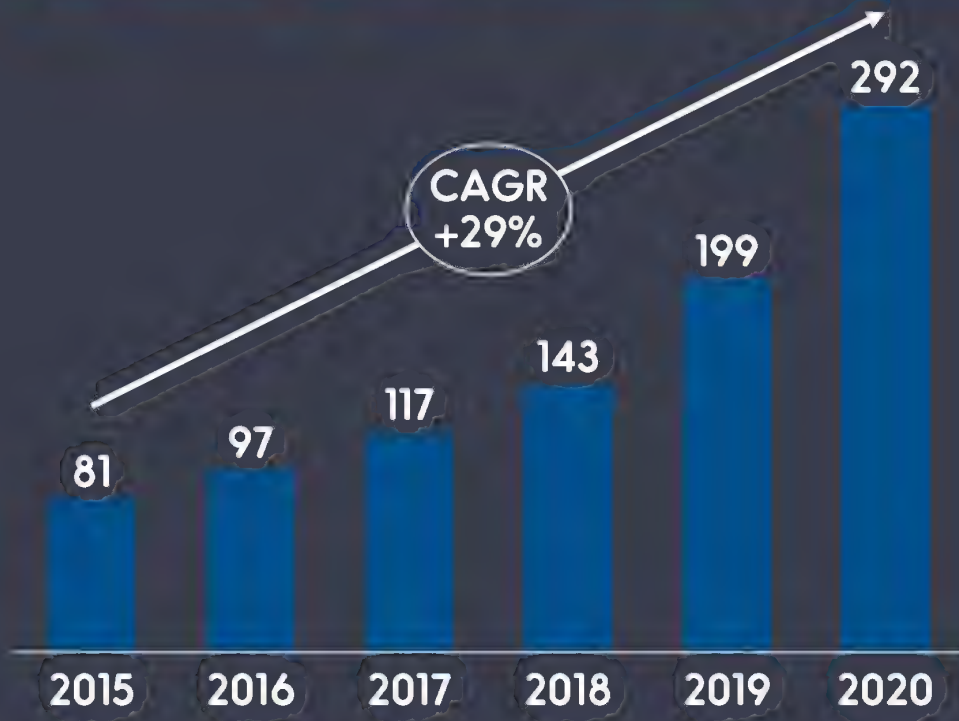
A huge 130 million household market



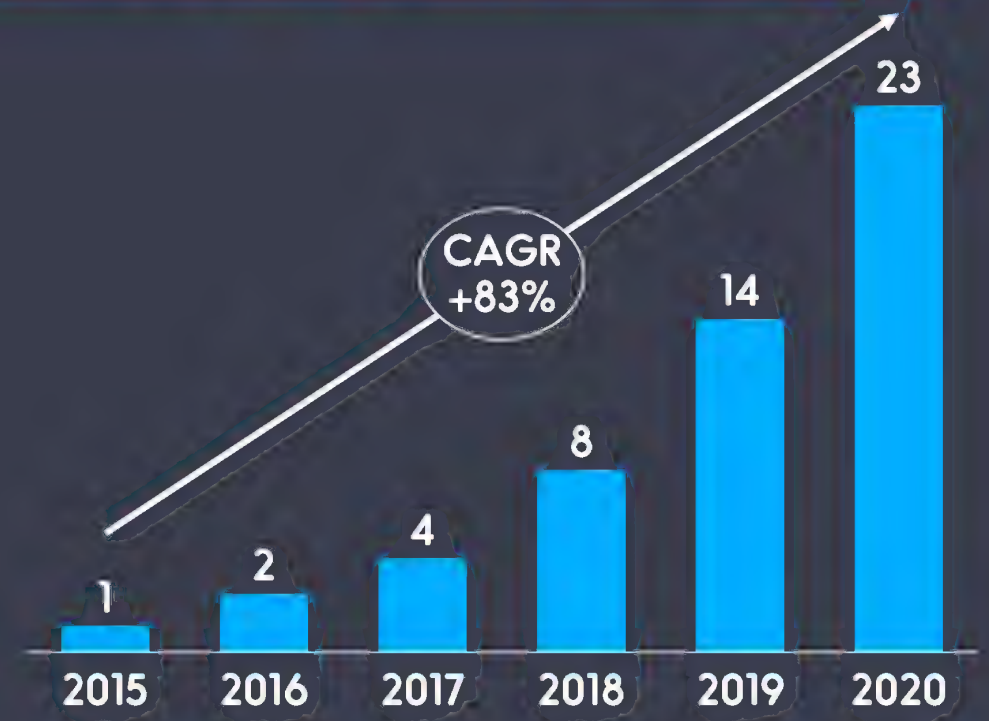


Proliferation of specialised SVOD presents a huge opportunity

Broad SVOD subscriptions (millions)



Specialised SVOD subscriptions (millions)

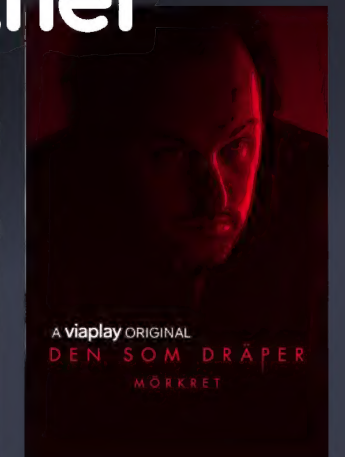
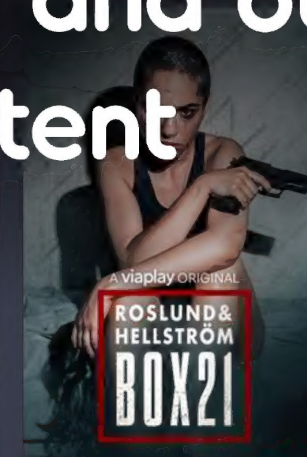




Strong appetite for Scandinavian content



Building on our Nordic Originals and other Scandinavian quality content





Viaplay will come to the US
Late 2021



International ambition and outlook

5 new markets in 2021

5 more markets in 2022/2023

Target ~4.5m subscribers by end of 2025

EBIT accretive in 2025, with SEK ~2.5bn of accumulated EBIT losses to breakeven

Equity raise to fund expansion



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